

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
9 August 2001 (09.08.2001)

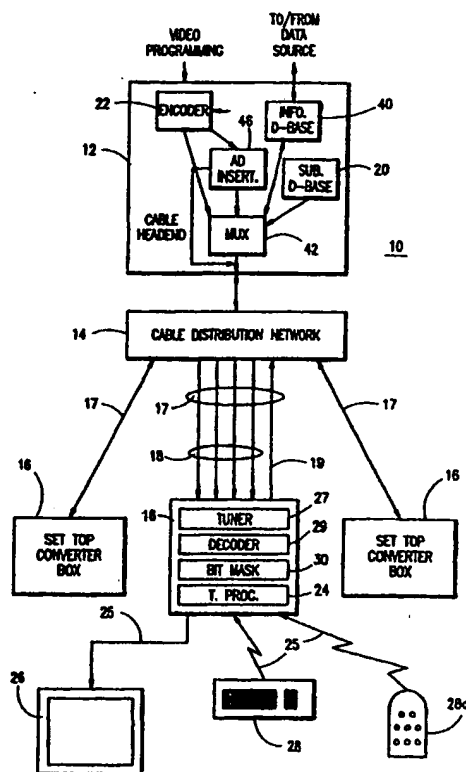
PCT

(10) International Publication Number
WO 01/58132 A2

- (51) International Patent Classification⁷: **H04N** Lane, New Hope, PA 18938 (US). PERHAM, Douglas, A., Jr.; 112 Sunnybrook Road, Cherry Hill, NJ 08034 (US).
- (21) International Application Number: **PCT/US01/03201**
- (22) International Filing Date: 1 February 2001 (01.02.2001)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
60/179,736 2 February 2000 (02.02.2000) US
60/191,474 23 March 2000 (23.03.2000) US
- (71) Applicant: **WORLDGATE SERVICE, INC.** [US/US];
3190 Tremont Avenue, Trevose, PA 19053 (US).
- (72) Inventors: **KUNKEL, Gerard, K.**; 665 Rosalind Run,
Yardley, PA 19067 (US). **PIETTE, Scott, A.**; 45 Woodside
- (74) Agents: **BLAKE, William, A.** et al.; Jones, Tullar & Cooper, P.C., P.O. Box 2266 Eads Station, Arlington, VA 22202 (US).
- (81) Designated States (*national*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CR, CU, CZ, DE, DK, DM, DZ, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, UZ, VN, YU, ZA, ZW.
- (84) Designated States (*regional*): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).

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(54) Title: **SYSTEM AND METHOD FOR TRANSMITTING AND DISPLAYING TARGETED INFORMATION**



(57) Abstract: A system and method for transmitting and displaying information in a television distribution system (10), or the like, transmits information that is targeted to a viewer matching particular demographic data. The results of a viewer completed demographic survey are used to generate a database known as a bit mask (30) that is made up of the viewer's demographic data. The bit mask (30) is used to control the particular advertising or other related information that is received by each system viewer. In a first technique, the transmission signal carrying the program or advertisement displayed to all viewers is embedded with one or more codes. These codes are compared to the bit mask to determine whether the viewer fits the desired demographic profile, and should be provided with additional information. In a second technique, multiple ads for demographic selective receipt by each viewer are simultaneously transmitted, and are automatically selected for viewing, depending on the viewer's stored demographic data.

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